

SAFE KIDS WEEK 2005 is April 30-May 7

*By Jan Stelegman,
SAFE KIDS coordinator*

Kansas SAFE KIDS will highlight the importance of role models in childhood injury prevention by encouraging parents and older children to “Follow the Leader, Safety Starts with You” during National SAFE KIDS WEEK 2005 April 30 – May 7. As part of this initiative, SAFE KIDS has created role modeling fact sheets on wheeled sports safety, child passenger safety, pedestrian safety, and water safety.

SAFE KIDS Week activities in Kansas will take place on Friday, May 6. At 39 local host sites across the state as well as flagship events at Cedar Crest in Topeka and Fort Larned, more than 18,000 third grade students will be testing their safety skills in interactive relays which include Stop, Drop & Roll; Dial 911; Swim Safe (life jackets); and BEEP BEEP (smoke detector test).



A media event will be held at Cedar Crest featuring the Governor and the 2005 Kansas Safety Star, McKenna Tauer, who was saved by her bike helmet last September. Local Coalitions and Chapters will host safety fairs, bike rodeos and child passenger safety events throughout the week. Events will coincide with a retail promotion sponsored by Johnson & Johnson.

The National SAFE KIDS Campaign will release the findings of a comprehensive research study on the importance of adult role modeling in childhood injury prevention on April 28. If you would like more information about SAFE KIDS WEEK 2005, a copy of the research study or a copy of the safety checklists, please contact Jan Stegelman, Kansas SAFE KIDS Coalition Coordinator, at (785) 296-1223 or visit <http://www.safekids.org/>.

Kansas SAFE KIDS, Inc. is a nonprofit Coalition of 67 statewide organizations and businesses dedicated to preventing unintentional injuries to Kansas children ages 0-14. Local coalitions and chapters are located in Allen, Anderson, Atchison, Clay, Dickinson, Doniphan, Douglas, Ford, Franklin, Geary, Jackson, Jefferson, Johnson, Marion, Meade, Montgomery, Nemaha, Osage, Pottawatomie, Republic, Rice, Saline, Smith, Shawnee, Wabaunsee, and Woodson Counties, as well as Chanute, Leavenworth, Manhattan, Norton, Pittsburg, Wichita and the Metro Kansas City Area.

Kansas SAFE KIDS is part of the National SAFE KIDS Campaign, the first and only national nonprofit organization dedicated solely to the prevention of unintentional childhood injury -- the number one killer of children ages 14 and under.